

TAYLOR COUNTY LIVESTOCK ASSOCIATION

1700 Hwy. 36, Abilene, Texas 79602, 325-677-4376, fax: 325-677-0709

October 5, 2022

To Whom it May Concern,

I am contacting you regarding the 2023 Taylor County Livestock Show. We respectfully request your consideration to support the students involved in agriculture in our community. Your donation would make a large impact on our youth; enclosed you will find the donation levels and benefits for each level.

This annual event will be held January 18 – 21, 2023, in the First Financial Pavilion and the Big Country Hall at the Expo Center. In 2022, over 700 livestock entries were made by 4-H and FFA members in Taylor County. Raising, caring for and showing animals teaches the youth many life skills such as accountability, financial responsibility and confidence, which helps them develop into successful, hard-working adults. These exhibitors begin selecting and preparing their projects in the late summer and early fall. They show the animals at their respective local school shows and then compete at the Taylor County Livestock Show in January, with many of the students continuing their journey exhibiting their animals at major stock shows in the early spring.

Ninety-five percent of all money raised is given back to the exhibitors in the form of ribbons, banners, premium monies, and sale premiums. The Taylor County Livestock Association operates as a committee of the Expo Center of Taylor County, a 501 (c) 3 non-profit organization; however, the Taylor County Livestock Association is not underwritten by the Expo Center. This organization depends on the generosity of the community to help encourage and support these agricultural projects of the youth of Taylor County.

After reviewing the attached information, if you need additional information or have any questions, please feel free to contact me at 325-691-1110. For the best position in the sale catalog, please send your donation and ad copy by Thursday, January 5, to the general office at the Expo Center. You may email your ad copy to Emily Albert at ecalbert@expoctc.com.

Thank you again for your consideration.

Sincerely,



Waylan Jackson
Fundraising Committee Chairman

Taylor County Livestock Show

Sponsorship Levels

Supreme..... \$7,500

- Logo on all marketing materials as Presenting Show Sponsor
- Logo on cover and Full page ad in Premium Sale Catalog
- Banner in the livestock barn during the event
- Champion banner sponsor (44 banners given)
- Premier placement of logo on screen during Premium Sale
- 5 posts on the TCLA Facebook page
- 60 second sponsor provided video on TCLA Facebook page
- Recognition by emcee during show

Grand..... \$5,000

- 2 Full page ads in Premium Sale Catalog
- Banner in the livestock barn during the event
- Logo on screen during Premium Sale
- 4 posts on the TCLA Facebook page
- 45 second sponsor provided video on TCLA Facebook page
- Recognition by emcee during show

Blue Ribbon..... \$2,500

- Full page ad in Premium Sale Catalog
- Banner in the livestock barn during the event
- Logo on screen during Premium Sale
- 2 posts on the TCLA Facebook page
- 30 second sponsor provided video on TCLA Facebook page
- Recognition by emcee during show

Red Ribbon..... \$1,000

- 1/2 page ad in Premium Sale Catalog
- Listing on shared sponsor banner in livestock barn during the event
- 1 post on TCLA Facebook page
- Recognition by emcee during show

White Ribbon..... \$500

- Business card ad in Premium Sale Catalog
- Recognition on TCLA Facebook page

Pink Ribbon..... \$499 & ↓

- Recognition in Premium Sale Catalog



Taylor County Livestock Show

Contact Name: _____

Company Name: _____

Address: _____

City: _____ Zip: _____ Phone: _____

Email: _____

☐ Yes! I will support the Taylor County Livestock Show

in the amount of \$ _____

☐ I have enclosed my check.

☐ Please bill me in January 2023.

☐ I will email my ad copy to Emily Albert at
ealbert@expoctc.com by January 5, 2023.

For show schedule and additional
information, scan the QR code:



At the conclusion of the Taylor County Livestock Show, a percentage of the animals make the sale, where the youth are rewarded for their hard work and prize-winning animals. Agribusiness contributes one billion dollars to the Big Country annually and is a vital part of our community. In our efforts to honor those involved in this agricultural program, we invite you to join us for a dinner and celebration honoring our local youth.



Sale of Champions

Saturday, January 21, 2023

Capital Farm Credit Display Building

Dinner to begin at 5:30 p.m.

Premium Sale immediately following dinner

☐ Yes, we plan to attend the Sale of Champions
on January 21, 2023.